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PRICE LIST 79-C

Fall 1942-Spring 1943

For pictures and further descriptions of camellias offered in this price-list,
see illustrated catalogue No. 79 entitled



FLORAL GEMS FROM CHINA

Extra copy of illustrated catalogue No. 79 postpaid for 10 cents in stamps or coin.

SPECIAL NOTICE-- Longview, Crichton, Ala.

The prices named in this list cancel all previous lists
and are subject to change without notice.

JAN 20 1943

J. S. Department of Agriculture

LOT 6, ALBA PLENA, full double white.

"Except for the orchid, no other flower is so utterly artificial as an ALBA PLENA blossom. You have only to look at these waxen, glassy blossoms to know, or rather to imagine, that they are fabricated by man and not a product of nature."

ALBA PLENA flowers reach an ultimate of 4½ inches in diameter, under greenhouse culture, blooming as early as September, and continuing to April, on large, old plants, if one can manage to keep the plants "COOL" during winter months, Imported from China to England, 1792.

| | |
|--|---------|
| 24-30" high, 6" pot, 6 Yr. old, branched, few flower buds | \$ 6.00 |
| 30-36" high, 6" pot, 6 Yr. old, branched, few flower buds | 7.00 |
| 30-36" high, 7" pot, 7 Yr. old, branched, few flower buds | 8.00 |
| 36-42" high, 7" pot, 7 Yr. old, branched, few flower buds | 9.00 |
| 42-48" high, 7" pot, 7 Yr. old, branched, few flower buds | 10.00 |
| 36-42" high, 8" pot, 8 Yr. old, well branched, flower buds | 12.00 |
| 42-48" high, 8" pot, 8 Yr. old, well branched, flower buds | 14.00 |
| 36" high, 10" pot, 10 Yr. old, Speciman, well budded | 15.00 |

LOT 41, CANDIDESSIMA, full double white

Illustrated and fully described, page 5, Catalogue No. 79.

We offer the free blooming strain, imported from China, to England in 1816.

Flowers 3 to 4 inches in diameter; often mistaken for LADY HUME BLUSH camellia, which it resembles in form and size.

A magnificent white camellia, which should be in every collection.

| | |
|--|-------|
| 24-30" high, 7" pot, 7 Yr. old, well branched, many buds | 5.00 |
| 30-36" high, 7" pot, 7 Yr old, well branched, many buds | 6.00 |
| 36-42" high, 8" pot, 8 Yr old, well branched, many buds | 8.00 |
| 36-42" high, 9" pot, 9 Yr. old, well branched, many buds | 10.00 |

LOT 72, NOBBLISSIMA, double peony white.

Illustrated and fully described page 5, Catalogue No. 79.

Flower 2½ to 3¼ inch diameter, blooms freely, November through February.

Known in commerce since 1835. A popular white camellia, free from geometrical stiffness in form.

| | |
|---|---------|
| 36-42" high, 9" pot, 10 Yr. old, branched, with many buds | \$ 5.00 |
| 42-48" high, 9" pot, 10 Yr. old, branched, with many buds | 6.00 |

LOT 28, PINK PERFECTION.

Illustrated and described, page 7, Catalogue No. 79.

For daintiness of color, perfection of form, the height of loveliness is reflected in the glorious wax-like flowers of this camellia.

Blossoms 2½ to 3½ inch across, blooms freely from October to March.

No collection of camellias is complete, without at least one plant of a PINK PERFECTION.

| | |
|---|---------|
| 12-16" high, 5" pot, 3 Yr. old, slightly branched, no buds | \$ 1.00 |
| 16-20" high, 5" pot, 3 Yr. old, slightly branched, no buds | 1.50 |
| 20-24" high, 5" pot, 3 Yr. old, slightly branched, few buds | 2.00 |
| 16-20" high, 6" pot, 4 Yr. old, slightly branched, few buds | 2.50 |
| 20-24" high, 6" pot, 4 Yr. old, slightly branched, few buds | 3.00 |
| 20-24" high, 7" pot, 5 Yr. old, branched, few flower buds | 3.50 |
| 20-24" high, 8" pot, 6 Yr. old, well branched and budded | 5.00 |
| 24-30" high, 8" pot, 6 Yr. old, well branched and budded | 6.00 |

LOT 79, Double pink camellia, name unknown.

Illustrated and described, page 6, Catalogue No. 79.

An imbricated pink formal type flower, 3 to 3½ inches in diameter, somewhat variable in color range. A desirable flower for corsage or hair decoration. Bloom January to March.

Only 15 plants available.

| | |
|---|---------|
| 24-30" high, 10" pot, 9 Yr. old, well branched and budded | \$ 6.00 |
| 30-36" high, 10" pot, 9 Yr. old, well branched and budded | 7.00 |

LOT 23,

Full double, Imbricated variegated. Name Unknown.

Illustrated and described, page 8, Catalogue No. 79.

The exotic beauty of this unknown variety of camellia, with its wax-like variegated flowers 3 to 3½ inches in diameter, will appeal to flower lovers who admire geometrical formality and brilliancy in pink and white color variegations. Blooms freely from January to March.

| | |
|--|---------|
| 18-24" high, 6" pot, 6 Yr. old, branched and budded | \$ 2.50 |
| 24-30" high, 7" pot, 6 Yr. old, branched and budded | 4.00 |
| 30-36" high, 8" pot, 7 Yr. old, well branched and budded | 5.00 |
| 30-36" high, 9" pot, 9 Yr. old, well branched and budded | 6.00 |

East Bridgewater, Mass. April 21-1939
About 4 or 5 years ago we bought 12 Camellias from you. They have done very well. This year we picked seven hundred flowers from them which we wholesaled in New York City. P. & W.O.J.

12-4-42

Puyallup, Wash. April 6-1940
Camellias shipped me arrived in excellent condition. Many friends remarked about their good condition for having been shipped so far and for so little cost for express. I want to thank you for sending such fine plants. E. D. M.

Battle Creek, Mich. March 19-1939
I have made so many new friends since growing LONGVIEW Camellias, it is quite remarkable that all thru life one makes the best friendships through the contacts flowers bring. M. H. W.

Wilmington, N. C. Nov. 7-1939

I bought three Camellias from you and was very much pleased. Growing Camellias in pots seems to me the ideal way because there is not root pruning and set-back in transplanting. Mrs. L. L. M.

Machines Humming Keep
Enemies Running

He Who Naps Helps the Japs

Remember Pearl Harbor!



FLORAL GEMS



FROM CHINA

"LONGVIEW"

Robt. O. Rubel, Jr.,
America's Leading Camellia Specialist

CRICHTON, ALA.

LOT 117, WILLIAM PENN

deep blue-red with white blotches, peony form.

Illustrated and described, page 14, Catalogue No. 79.

A novelty among camellias flowers, 3½ to 4 inches diameter, with darkest blue-red and variegation or blotches of white.

Only a few plants left. These were grown in dense shade during summer of 1942 and failed to produce any flower buds, and have long, thin branches, with fine dark green foliage.

Several of the above plants have flower buds, and the first orders received will be filled with budded plants.

| | |
|---|---------|
| 42-48" high, 8" pot, 10 Yr. old, branched, no buds | \$15.00 |
| 48-54" high, 8" pot, 10 Yr. old, branched, no buds | 17.50 |
| 54-60" high, 10" pot, 10 Yr. old, branched, no buds | 20.00 |

LOT 66, C. M. HOVEY,

Bright crimson scarlet, full double.

Illustrated and described, page 15, Catalogue No. 79.

A Boston seedling origination of nearly a century ago, of outstanding merit. Full double (no stamens), very fine imbricated form, bright crimson scarlet; flowers 4 inches and larger. One of the few camellias receiving a GOLD MEDAL award from the Massachusetts Horticultural Society.

It is with regret we are unable to supply old, specimen plants full of buds this season. Camellia collectors and florists bought our entire stock of the large plants last season.

We offer some healthy 6 and 7 year old plants, and while they are described as not having flower buds, quite a few of these plants do carry one or more buds. First orders received will be filled with the budded plants.

| | |
|--|---------|
| 24-30" high, 6" pot, 6 Yr. old, slightly branched, no buds | \$ 5.00 |
| 30-36" high, 6" pot, 6 Yr. old, slightly branched, no buds | 6.00 |
| 36-42" high, 7" pot, 6 Yr. old, branched, no buds | 10.00 |

CAMELLIA MILDRED SEYDELL,

Illustrated and described, page 17, Catalogue No. 79.

Original plant of this sparkling gem of floriculture, is growing in the famous Bellingrath garden near Mobile.

Full double, ranuncula form, 3½ inches in diameter, deep pink shading to rose color, occasionally marked with white.

Never fails to set plenty of flower buds each season.

No other nursery offers this variety. Each plant we sell is tagged with a special embossed copper label, attached with a flexible genuine Monelmetal stranded wire, which assures you of getting a true to name camellia, unobtainable elsewhere.

Limited stock available.

| | |
|---|---------|
| 24-30" high, 9" pot, 9 Yr. old, well branched, many buds | \$12.50 |
| 30-36" high, 10" pot, 9 Yr. old, well branched, many buds | \$15.00 |

LOT 37, LADY HUME BLUSH

Illustrated and described, page 18, Catalogue No. 79.

This rare old variety, imported from China to England in 1806, still remains scarce in commerce, because of the difficulty of propagation.

As the name implies, it is a white, full double flower with a blush of pink tint of ethereal beauty. Blooms freely from November to March on old plants.

Only a dozen plants in 24-30" height available. Priced on application. A true connoisseur variety, high in price, but a real gem in beauty.

We also have a 7½ foot, well branched LADY HUME BLUSH camellia growing in a cypress box approximately 28 inches square. This plant now has about 400 or more flower buds.

Shipping weight about 800 pounds.

Offer subject to prior sale, F. O. B. Mobile, for \$300.00.

LOT 116,

Double white, penciled with pink, name Unknown

Illustrated and described, page 19, Catalogue No. 79.

A rare camellia of exquisite loveliness. Very full double, imbricated, flowers 3½ inches and larger in diameter. Blooms from Christmas to March. A variety of eye-intriguing beauty for conservatory culture, and for corsage use.

| | |
|--|---------|
| 24-30" high, 6" pot, 6 Yr. old, slightly branched, no buds | \$ 3.50 |
| 30-36" high, 6" pot, 6 Yr. old, slightly branched, no buds | 4.00 |
| 30-36" high, 10" pot, 11 Yr. old, specimens, well budded | 15.00 |

LOT 15, PROF. CHARLES SPRAGUE SARGENT

Peony red.

Illustrated and described, page 21, Catalogue No. 79.

A bomb peony form flower, 3 to 3½ inches in diameter, with vigorous constitution, tolerating sub-freezing weather with little or no injury to the flower buds. Tolerant to wide temperature changes under greenhouse culture. Greatly admired where ever it is grown.

| | |
|---|---------|
| 30-36" high, 6" pot, 5 Yr. old, slightly branched, few buds | \$ 3.00 |
| 30-36" high, 7" pot, 7 Yr. old, well branched, and budded | 7.00 |
| 30-36" high, 9" pot, 9 Yr. old, well branched and budded | 8.00 |
| 36-42" high, 9" pot, 9 Yr. old, well branched and budded | 9.00 |
| 42-48" high, 12" pot, 11 Yr. old, well branched and budded | 10.00 |

Beaumont, Texas, Nov. 20, 1941.

Your Camellias arrived in good condition. You are too modest in your description. The number of buds was a pleasant surprise, especially on the Sarah Frost. W. P. W.

For full descriptions and many illustrations of the Camellias offered in this list, see our 28 page catalogue No. 79, price 10¢, postpaid.

Mount Olive, N. C. Nov. 4, 1941.

Our Camellias bought from Longview are doing wonderfully well.

Mrs. R. P. H.

LOT 29, VARIEGATED, Name Unknown.

Illustrated and described, page 21, Catalogue No. 79.

A variable form with variegated flowers of dark red to deep rose pink, marked with white blotches. A worthwhile variety of exotic beauty; flowers of informal gracefulness, 3 to 3½ inches across. Blooms freely December to March in spite of wide temperature fluctuations.

| | |
|--|---------|
| 30-36" high, 9" pot, 8 Yr. old, well branched and budded | \$ 5.00 |
| 36-42" high, 9" pot, 9 Yr. old, well branched and budded | 6.00 |
| 42-48" high, 9" pot, 9 Yr. old, well branched and budded | 7.00 |

LOT 10, CHEERFUL.

Among cut flower growers of Camellias in the North, CHEERFUL is the accepted name for our Lot 10. A truly cheerful, full double, imbricated pink, with petals of wax-like texture and enchanting beauty. Flowers, 2½ to 3 inches across. Blooms very freely, December thru March setting numerous buds.

Catalogue descriptions as well as letters received from various growers of Camellias from the Pacific to the Atlantic coast, indicates at least four or five distinct varieties of Camellias sold by name of CHEERFUL. Some of these varieties are simple singles, others semi-doubles, double pink striped with white, one variety is described as double red, another a peony form red, and to add to this confusion, CHEERFULNESS is catalogue name applied to a bright pink variety sold locally.

The faultless beauty and perfect outlines of Lot 10 Camellia makes it a valuable acquisition to the most select collection of finer varieties of Camellias and it should not be confused with inferior varieties sold elsewhere as CHEERFUL.

| | |
|---|---------|
| 42-48" high, 9" pot, 9 Yr. old, well branched and budded | \$10.00 |
| 48-54" high, 9" pot, 9 Yr. old, well branched and budded | 12.00 |
| 48-54" high, 9" pot, 11 Yr. old, well branched and budded | 15.00 |

LOT 13, VARIABILIS.

In 1929, we bought from New York a Camellia named GRANDIFLORA, which proved to be the same as grown here for a number of years as our Lot 13. In Florida and a few other southern nurseries this variety is offered as HORKAN, while in one section of Georgia, it is generally known as RENE CAMPBELL, the name of a negro cook (now dead) who owned a plant, and allowed nurserymen to propagate from it.

VARIABILIS is still another variety name under which this Camellia is often sold. Frankly, VARIABILIS represents the best descriptive name, because of its capricious habits of producing simple single flowers, semi-doubles, and rather full peony forms, all on the same plant.

Color and color markings are variable. White petals with pink stripes and blotches prevail, although occasionally solid pink as well as pure white flowers will be found on old specimen plants. Blooms freely November to March, tolerating wide temperature fluctuation, with flowers up to 4 inches in diameter. Desirable as a garden variety as well as conservatory plant.

Only 18 plants available.

| | |
|--|-------|
| 36-42" high, 10" pot, 11 Yr. old, specimen, well budded | 10.00 |
| 36-42" high, 12" pot, 12 Yr. old, heavily branched, budded | 15.00 |

LOT 19, Name Unknown.

So far as we know, this is a nameless orphan in the Camellia tribe. We are unwilling to christen it, and offer it "as is", by our Lot Number 19.

Semi-double, informal red, with individual flowers varying in color from bright clear red to deep crimson. There is a variation in number and arrangement of petals. Blooms 3 to 3½ inches in diameter, flowering December to March, tolerating our coldest winter weather. A variety recommended for either garden planting or to be grown in sunporch or greenhouse where the temperature is not under control.

| | |
|---|---------|
| 30-36" high, 9" pot, 10 Yr. old, well branched and budded | \$ 4.00 |
| 36-42" high, 9" pot, 10 Yr. old, well branched and budded | 5.00 |
| 42-48" high, 9" pot, 10 Yr. old, well branched and budded | 6.00 |

LOT 24, PSEUDO MRS. ABBY WILDER.

Just a word about Lot 24, the so-called fictitious named MRS. ABBY WILDER. That is, peony form. As a greenhouse variety, the flowers develop perfectly. Outdoors, buds and flowers are usually badly bruised causing the petals to be damaged and turn brown, if there is the slightest breeze. As a garden variety, we don't think it worth space, except as a broadleaf evergreen. For this reason we have not propagated this variety since 1928, and do not think it is a Camellia likely to excite much admiration.

We do have a few plants of the true MRS. ABBY WILDER, and incidentally the parent plant was sold by Mr. Wilder more than 90 years ago for \$500.00. Our stock is not for sale.

| | |
|--|---------|
| 42-48" high, 8" pot, 7 Yr. old, branched, few buds | \$ 4.00 |
| 60-72" high, 14" tub, 14 Yr. old, specimens, well budded | 12.50 |

LOT 36, Name Unknown.

An unnamed Camellia, a blossom of which was exhibited at a flower show suburban to Mobile and awarded a blue ribbon. Deep pink in color, simple single to semi-double in form, free blooming in spite of our coldest winter weather, we can recommend this variety for both conservatory culture and for outdoor garden planting in mild winter sections. Flowers reach ultimate diameter of 4 inches of radiant color. Our stock is limited because we sold the parent plant to a South Carolina nursery.

| | |
|--|---------|
| 36-42" high, 9" pot, 10 Yr. old, well branched and budded | \$ 5.00 |
| 42-48" high, 10" pot, 10 Yr. old, well branched and budded | 6.00 |

LOT 40, Name Unknown.

A full double satiny silk tint pink, with petals arranged in imbricated geometrical formality. A choice variety of outstanding merit. Blooms mid-season to late, with flowers 3 to 3½ inches in diameter. Limited stock available. A collector's item worth many times the price we get for this rare variety.

| | |
|--|---------|
| 42-48" high, 10" pot, 10 Yr. old, well branched and buds | \$25.00 |
| 48-52" high, 10" pot, 10 Yr. old, well branched and buds | 30.00 |

Cleveland, Ohio, Dec. 8, 1941.

All the Camellias I purchased from you are doing beautifully. We picked 12 lovely blooms today, one Lot 9 over 5 inches. They fully recovered from the severe freeze of which I wrote you last spring. Mrs. R. E. B.

ORDER BY MAIL

YOU CAN BUY WITH CONFIDENCE HERE

"The Nation's Headquarters"

Rare and Fancy Camellias

If your tires are rationed, Stamps are not.
We will express our Camellias to any spot.

The selection of fine Camellias does not require a lifetime study.

A few established precepts will guide both amateur and connoisseurs in making a wise selection.

It is a common practice among nurseries to base their selling prices of Camellias on the height of the plants, without considering the age, character of growth, or to mention whether the plant has flower buds.

Honest values of Camellias can not be judged by their height or size.

Insist on knowing the age of the plant; the character of bushiness, that is whether it is well branched; freedom of florescence; a full and true description of size, form and color values of individual blossoms.

Remember too, horticultural variety names of Camellias are as meaningless as "Japanese Promises."

Equally important, insist on knowing if the plants you are buying have flower buds **NOW**, and will bloom this season.

Buy from a specialist with assurance of getting the best varieties at a minimum cost. The name "LONGVIEW" has been closely related to America's finest pot grown Camellias for several decades.

CAMELLIAS FROM "LONGVIEW" WILL SATISFY YOU.

Los Angeles, Calif., Dec. 17, 1941.

Received the very choice Camellia plants you sent me and wish to thank you for selecting such beauties. They are the finest plants I have ever seen.

M. E. C.

Charlottesville, Va. Dec. 22-1941.

Received the seven Camellias and they look fine. The plants are healthy and I am delighted to see so many flower buds. H. P.

WHEN ORDERING PLEASE CHECK

These Camellias will be grown in:

| | |
|-----------------------------|-----|
| A greenhouse | () |
| In pots or tubs | () |
| Ground beds | () |
| As ornamental garden plants | () |

Bellingham, Wash. June 9-1942.

We are thrilled and delighted with the beautiful Longview Camellia plants. They are almost without exception, larger than we had expected.

Mrs. C. M. E.



We recommend shipment of Camellias via Express. Delivery to your door at 2nd class (low) rates. You can estimate the approximate weight of your order from the following approximate weights of different size pots.

| | |
|--|------------------|
| 4" pots, 3 year old plants..... | 2 1/4 lbs. each |
| 5" pots, 4 year old plants..... | 4 lbs. each |
| 6" pots, 5 year old plants..... | 6 lbs. each |
| 7" pots, 6 year old plants..... | 10 lbs. each |
| 8" pots, 7 and 8 year old plants.... | 17 1/2 lbs. each |
| 9" metal pots, 7 to 9 year old plants... | 19 lbs. each |
| 9" clay pots, 7 to 9 year old plants.... | 22. lbs. each |
| 10" clay pots, 9 to 10 year old plants... | 28 lbs. each |
| 12" clay pot's, 10 to 11 year old plants.. | .40 lbs. each |

Add 20 to 25% for weight of crate

"LONGVIEW" CRICHTON, ALA.

ROBT. O. RUBEL, Jr., Prop.

Camellia Specialist

Use opposite side of this page as an order blank.

Buy

WAR BONDS

PLEASE USE THIS ORDER BLANK

Make remittance payable to

"LONGVIEW" CRICHTON, ALA.



Ship to **Mr.** _____ **Mrs.** _____ **Date** **194**.....
Miss _____ Write Plainly or Print

Street, R. F. D. or Box No.

City..... State.....

Shipping Address..... **Ship on or about.....**

If Different From Mail Address
Ship by: () Parcel Post () Freight () Express via..... R. R.

Name of party signing order..... **AMT.** **ENCL.** **\$.**

In Whose Care the Plants May be Shipped Mr., Mrs. or Miss

SUBSTITUTION:

We never substitute varieties in filling orders without customer's permission.

Often we are able to ship plants with more flower buds, character and larger size, without extra cost, if you grant permission. May we substitute? YES OR NO

| Quantity Wanted | Lot No. | Size Pot | Age | Height | NAME OR COLOR | Price Each | Total |
|--------------------|------------|-------------|-----|--------|---------------|---------------|-------|
| | | | | | | | |

IMPORTANT NOTICE ABOUT TAXES

If you live in a State or City where Sales, Use, Occupational, Compensation or Nuisance taxes are imposed, please add this to your order.

Should the Federal Government impose an Excise, Victory, War, or any other penalty on sales, remittance must also be included to take care of such tax at the rates imposed by law.

PLEASE USE THIS ORDER BLANK

Make remittance payable to

"LONGVIEW" CRICHTON, ALA



Ship to Mr. _____ Date _____ 194_____
Mrs. _____
Miss _____ Write Plainly or Print

Street, R. F. D. or Box No.

City..... **State.....**

Shipping Address..... **Ship on or about.....**

If Different From Mail Address
Ship by: () Parcel Post () Freight () Express via..... R. R.

Name of party signing order..... **AMT.** **ENCL.** \$.....

In Whose Care the Plants May be Shipped Mr., Mrs. or Miss

SUBSTITUTION: We never substitute varieties in filling orders without customer's permission.

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| Quantity Wanted | Lot No. | Size Pot | Age | Height | NAME OR COLOR | Price Each | Total |
|--------------------|------------|-------------|-----|--------|---------------|---------------|-------|
| | | | | | | | |

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Camellias

Floral Gems from China

For People Who Enrich Life with Worthwhile Possessions

When you have grown these lovely Floral Gems from China you'll understand the secret of their magic charm.

THE ENCYCLOPAEDIA BRITANIC records:

"It (Camellias) appears to have been cultivated by the Chinese from time immemorial, and all our earlier introductions were obtained from that country."

A short time before the unwarranted invasion of China, by those double-crossing unscrupulous, fanatical war lords of Nippon, one of our customers in China wrote:

"I have been around to several gardens. They, of course grow everything in pots. Camellias are a favorite flower with the Chinese, and even the elegant gentleman, who ordinarily would not soil his hands with anything like labor, will take care of a camellia plant."

Here in the United States, many of our customers are people internationally known. Their names appear in "Who's Who" and the Social Register. They are bankers, lawyers, doctors, captains of industry as well as high officials at Washington, who find new joys in personally looking after the culture of their "LONGVIEW" Camellias.

Centuries ago, the Chinese discovered the advantage of growing Camellias in pots. Today, when buying Camellias, you too will find pot grown camellias superior to plants grown in the field or ground beds at nurseries.

If you buy field grown Camellias, of blooming age, (5 to 7 years old), it usually requires two to three years care before they become re-established and produce perfect flowers. The reason is, Camellias resent the slightest injury to their roots. And it is impossible to dig a Camellia from the field without injuring the vital terminal feeding roots.

Remember too, the heavy ball of earth shipped with a field grown Camellia weighs 4 to 8 times as much as a pot grown plant of the same age.

Express charges alone on this excessive weight of useless dirt often exceeds the initial cost of the plant.

With pot grown Camellias you get the earth with ALL the roots undisturbed. Pot grown Camellias can be shipped safely any month of the year, at low express cost.

THIS IS AN HONEST PRICE LIST

Here is the only price list published in the United States, showing not only the size or height of each plant, size of pot, age of each plant, character of growth, but MOST IMPORTANT from your viewpoint, it tells you if the individual plants in the different sizes had flower buds at the time this list was published. Nothing is left to your imagination. There's no waiting two to five year for the first display of floral beauty when you buy budded pot grown comellias from "LONGVIEW".

Most of the plants offered in this list are old enough to bloom freely this winter, and every year to follow for many decades.

ARE YOU LOOKING FOR CHEAP CAMELLIAS?



Rooted camellia cuttings sell at 5 to 30 cents each in wholesale quantities. One year old plants wholesale at 10 cents to several dollars each, depending on rarity of the individual variety.

When you buy these BABY camellias, they will need years of daily care before you can hope for the first crop of floral beauty.

Your ardor for growing young Camellias will be damped when you have to wait 4 to 6 years before they bloom profusely.

Merced, Calif., Dec. 30, 1941.

Received two Camellias ordered from you in fine condition. I am indeed pleased and proud of these plants. R. K. P.



Indianola, Iowa.

My Camellias arrived in A-1 condition, not a leaf or bud broken. Thanks for making such a fine selection for me. S. E. S.

"Longview" Crichton, Ala.



BLOOMING SIZE CAMELLIAS ARE NOT EXPENSIVE

Florists have often paid us \$15.00 each for Camellia plants that produced \$25.00 to \$35.00 worth of flowers the first season. And each succeeding year, these same plants yield a larger and more profitable crop of flowers for the owner.

At the time this is being written, the finer corsage Camellia flowers are wholesaling at \$6.00 to \$9.00 a dozen according to trade paper reports.

During holidays, Camellia flowers often wholesale as high as \$18.00 a dozen.

A Camellia plant producing several dozen or more marketable flowers worth upward of \$9.00 a dozen wholesale, represents a valuable possession and a gilt edge investment for the florist.

Wherever fine Camellias are grown by the florists trade in the United States, "LONGVIEW" has been supplying the original plans from which many of these flowers are cut.

From the time a Camellia is propagated until it comes to the stage of commercial flower production, it requires about 2,500 days of cultural care. During these seven long years, the plant must be shifted to larger size pots, watered daily during summer months, often syringed and fed with fertilizer.

There is little of interest about a young Camellia plant to one who has the responsibility of its care. Only when it starts blooming in profusion, can profits from the sale of the flowers or breath-taking thrills from its floral beauty be realized.



TIME FOR SALE

When you buy "LONGVIEW" budded, pot grown Camellias, you actually buy TIME. Time devoted to years of loving care bestowed on bringing these plants to flowering maturity.

The few dollars paid for a "finished" budded plant represents a permanent investment, one increasing in value each year as long as you live. A fine variety Camellia adds to your joy of living with quick profits to the florists, and there's no years of care and waiting for flowers of captivating beauty.

NOTICE OF ADVANCE IN PRICES

Few changes have been made in our prices over last year's list.

In may instances you can buy plants one year older for less than they sold for last year.

We will be compelled to advance all prices in our next list to be issued about February 1, 1943.

Higher labor, materials and mounting taxes will necessitate an approximate advance of 25 percent over present prices.

Orders accepted from this price list, subject to stock being on hand. The right to advance price after February 1, 1942 without further notice, is reserved.

DO YOU OBJECT TO HIGHER PRICES, ETC?

Don't condemn our goverment for shortage of things you have been used to having . . . to higher cost of living and rationing.

Just blame Adolph Schickelgruber, alias Adolph Hitler, and his epileptic ally Hirohito, the sacred and inviolable pig of Nippon, who when he become Emperor, chose as the name of his era, "SHOWA". Translated from the Japanese, it means to those diabolical, insincere rats who inhabit Scum Island: "The Emperor of peace made manifest."

Don't be mistaken. We love our enemies. We'd like to give the Japs half of the pacific . . . but let it be the bottom half, with a diving suit thrown in for Tojo to use inspecting his entire navy.

BUY MORE AND MORE WAR BONDS. BUY THEM TODAY. Let's get this conflict over with.

In the meantime and for the balance of your life, to boost your morale, you will be engarrisoned against ennui if you grow "LONGVIEW" Camellias.

Trenton, Mich. April 19-1942.

"An empire established by oppression can not govern it long."

Old Chinese Proverb.

Not long ago we bought five Camellias from you and I want to thank you for sending such nice plants. G. M.



YOU DON'T NEED A

TELESCOPE TO FIND HAPPINESS

If you grow "LONGVIEW" winter-flowering Camellias, their sparkling radiant beauty will boost your morale and bring you new joys and happiness.

When the buds of "LONGVIEW" Camellias unfold their petals and reveal their exotic beauty, the flowers will add immeasurably to your pleasure of living.

Life begins when you learn the beauty and fascination of these FLORAL GEMS FROM CHINA.

People of culture and prominence throughout the United States, who have grown Camellias, invariably assure us, "LONGVIEW" pot grown Camellias have brought them a more abundant life, new friendships, and a wealth of pleasure out of all proportion of their cost.



There is no government rationing restrictions, no priorities or allotment requirements needed to buy one plant or a car load.

There is no BLACKOUT of beauty with these joy-bringing, winter-flowering floral treasures of awe-inspiring perfection.

More important, Camellias produce their finest blossoms when grown in a "COOL" winter temperature. Shortage of fuel for heating your conservatory this winter, presents no cultural problem for these rare plants.

They thrive like natives when grown at 33 to 48 degrees temperature, tolerating up to 65 degrees, if the atmosphere is kept damp at all times.



When you have acquired your first Camellias, it is very much as though all Camellias have just been created, or if they had never existed before.

"Like the Lord's mercies, they are new every morning and fresh every evening."

These plants will continue to hold your interest year after year, as they grow in size and increase in floral beauty for generations that follow.

LONGVIEW

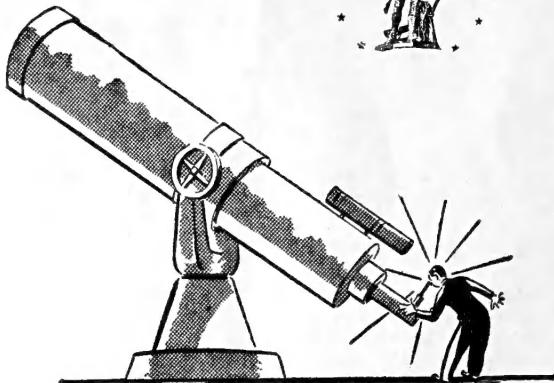
ROBT. O. RUBEL, JR. CAMELLIA SPECIALIST

Contributed by a California grower of "LONGVIEW" Camellias.

"I have a garden full of bloom
To make my heart feel glad;
When all the world is full of gloom
And I don't want to feel sad."

Buy Defense Bonds - Stamps

Descriptive text of Camellias on inside pages copyrighted 1940, by Robt. O. Rubel, Jr.



TODAY there are TWO GOOD INVESTMENTS

First: BUY WAR BONDS to crush the "JAPANAZI" and insure freedom from future barbaric oppressions.

Second: Invest in "LONGVIEW" Prize Winning, pot grown Camellias.

They will create a new and unflagging interest in your life.

The few dollars spent for a collection of "LONGVIEW" Camellias will prove an investment of enduring satisfaction.

When you have grown "LONGVIEW" Camellias, you'll have an incomparable sense of satisfaction... the knowledge you have obtained varieties having achieved recognition as the most beautiful sorts in commerce.

On the following pages, descriptions with prices of a few outstanding Camellias are now offered. This is not a complete list.

Buyers of "LONGVIEW" Camellias receive our illustrated catalogues and price lists complimentary when published. Extra copies mailed for ten cents in stamps or coin.

Until you have actually grown some "LONGVIEW" Camellias, and seen the faultless beauty, the diversified forms and colors of flowers, no one can tell you of the deep and intriguing allure of these FLORAL GEMS FROM CHINA.

May we suggest, your interests are best served when you buy from a nationally recognized specialist.

For more than 25 years, Camellias have been grown at "LONGVIEW". Our flowers have been awarded the highest honors where ever exhibited, and acclaimed to be the finest collection in the United States.

You can buy "LONGVIEW" Camellias by mail, with confidence. The fact many of our customers have resold their Camellias at 5 to 10 times more than they paid for them during the past 15 years is evidence these plants also proved to be a good financial investment.

CRICHTON, ALA.

EPITAPH

"Here lies a man who saved his all
For a day when rain and snow
would fall;
He knew no pleasure, shared no game
And died before the blizzard came."

"To him who cultivates a Camellia belongs that infinite companionship which comes in the sharing of its amorous creation."